GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7368
ANSWERED ON:12.05.2000
ALLIANCE WITH FOREIGN TV CHANNELS
AJAY SINGH CHAUTALA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) : whether the attention of the Government has been drawn to the newsitem appeared in the `Times of India`, dated April 6, 2000 under captioned `DD stops being coy seeks alliances`;

(b) if so, the details thereof;

(c) whether the Government propose to have an alliance with the foreign TV channels like CNN, BBC, SONY, NHK, etc.;

(d) if so, the details thereof alongwith aims and objectives of the alliance and the time by which the alliance is proposed to be made;

(e) the details of the benefits to the Doordarshan as a result thereof; and

(f) the extent to which TV programmes are likely to be affected?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a) : Yes, Sir.

(b) to (f) : Prasar Bharati have intimated that the discussions with foreign broadcasters as reported in the press were only of exploratory nature and inconclusive. They were aimed to improve Doordarshan`s quality of transmission as well as content, thereby increasing Doordarshan`s viewership and revenue.